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**INCENTIVE CONTROL - THE REWARD MANAGEMENT SYSTEM**  
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**Incentive Control** is a web-based, best-of-breed Loyalty and Reward Management System

**LOYALTY PROGRAMME ADMINISTRATION**

Run multiple concurrent loyalty programmes on the same system at the same time. Configure each programme to use different rules, point values, reward items. Client self-management allows greater freedom and shorter reaction times to changing requirements.

**MEMBER ADMINISTRATION**

Track member details, with multiple contacts, mail addresses, and website logins. Create and administer member relationships to partners (in coalition programmes). Use client company structure to report member, store and regional totals. Collect and store member information (e.g. birthdays, favorite sports teams).

*Incentive Control*

**CUSTOMER RELATIONSHIP MANAGEMENT**

(CRM) – the member relationship management also doubles to allow reps, sales staff, regional managers, etc, log their dealings with customers.

**MEMBER RELATIONSHIP MANAGEMENT**

Log all communications with members allowing a seamless member experience with call center staff.

**POINTS TRANSACTIONS**

Log all points transactions for points earned, redeemed, transferred or adjusted with date time, location, references.

**DATA IMPORT AND PROCESSING**

Data import and processing – multiple format data import with configurable import specifications. Scheduled FTP data retrieval and processing.

**REWARD ITEM ADMINISTRATION**

Set cost, margin, and sell prices for reward items. Add items to reward programme catalogs to allow programme specific pricing. Order processing and automatic supplier ordering.

## REPORTING

Quick, sortable reporting. Graphing and mapping. Automatic report delivery. Sales data can be quickly viewed in tabular or graphical format allowing trends and behavior changes to be easily identified.

## MEMBER FACING WEBSITE MANAGEMENT

Content management system for quick real-time editing of member websites.

## FINANCIAL MANAGEMENT

Supplier invoice management and client billing.

## AUCTIONS

Manage and run reward auctions. Add to member engagement and enjoyment by complimenting their base point earn with auction points. This can be used to bid for rewards in an online auction similar to eBay.

## EMAIL NEWS AND SURVEY CAMPAIGNS

Email news and survey campaigns\* – create, manage and run email marketing and 'newsletter' campaigns to inform members or collect information.

## SYSTEM REQUIREMENTS

- No client systems are required beyond a high-speed internet access connection running Internet Explorer 7+ or equivalent.
- The Incentive Control system is securely hosted in Auckland, New Zealand and runs on Windows and Linux servers using MS SQL and PostgreSQL with a PHP web client.
- Client hosted solutions are available on request. Minimum requirements: Linux (Ubuntu server 8.04 preferred), PostgreSQL 8.3, PHP 5.2.x, any CPU, 256MB memory (plus 8MB per concurrent user), 10GB hard drive.
- Tech Support – telephone and email support available

\* Available in the next release – mid to late 2009

## Contact Us

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